

## IN THE CLAIMS

1. (Currently Amended) A method for providing a reward for receiving customized content having a video component ~~and customized advertising having a video component~~ to at least one viewer over a data network, comprising:

transmitting the customized content ~~and the customized advertising~~ over the data network to a reception device in accordance with a customized schedule based on information about the at least one viewer;

presenting, on the reception device, the customized content ~~and the customized advertising~~ for a presentation period; and

providing a reward if the presenting of the customized content ~~and/or the customized advertising~~ satisfies a predetermined condition associated with the reward.

2-8. (Cancelled)

9. (Currently Amended) The method of Claim 1, wherein the transmitting of the customized content ~~and the customized advertising~~ comprises:

requesting, by the reception device over the data network, the customized content ~~and the customized advertising~~ from server;

retrieving, by the server, the customized content ~~and the customized advertising~~ requested; and

transmitting the customized content ~~and the customized advertising~~ to the reception device through the data network.

10. (Currently Amended) The method of Claim 9, wherein the transmitting of the customized content ~~and the customized advertising~~ further comprises:

transmitting, by the reception device, information regarding characteristics of the at least one viewer to the server; and

storing, by the server, the information regarding characteristics of the at least one

viewer.

11. (Currently Amended) The method of Claim 9, wherein the reception device requests the customized content ~~and customized advertising~~ based on demographic information of the at least one viewer.

12. (Previously Presented) The method of Claim 1, wherein the reception device includes an intelligent television or a digital device.

13-16. (Canceled)

17. (Currently Amended) The method of Claim 1, wherein the presenting of the customized content ~~and the customized advertising~~ comprises:

presenting the customized content ~~and the customized advertising~~ for a presentation period sufficient to receive at least a portion of the customized content ~~and the customized advertising~~.

18. (Previously Presented) The method of Claim 1, wherein the predetermined condition associated with the reward is defined to require that a presentation period exceed a predetermined threshold.

19-21. (Cancelled)

22. (Currently Amended) The method of Claim 1, wherein the reward includes: a monetary award or a right for a reward recipient to enter into a sweepstakes contest.

23-43. (Cancelled)

44. (Currently Amended) A system for providing a reward for receiving customized content having a video component ~~and customized advertising having a video component~~ to a viewer over a data network, comprising:

a reception device capable of receiving the customized content ~~and the customized advertising~~ customized in accordance with a customized schedule based on information about the at least one viewer;

a server in communication with the reception device and capable of sending the customized content ~~and the customized advertising~~ to the reception device; and

a reward engine in communication with the reception device and the server providing a reward based on the information about the at least one viewer if the presenting of the personalized content ~~and/or the personalized advertising~~ satisfies a predetermined condition associated with the reward.

45. (Currently Amended) The system of Claim 44, wherein the reception device requests the customized content ~~and the customized advertising~~, based on a viewing/listening habit of the at least one viewer.

46. (Currently Amended) The system of Claim 44, wherein the reception device requests the customized content ~~and the customized advertising~~ based on demographic information of the at least one viewer.

47. (Previously Presented) The system of Claim 44, wherein the reception device comprises a playback device or a display device, which includes an intelligent television or a digital device.

48-70. (Cancelled)

71. (Currently Amended) The method of Claim 1, wherein the customized content ~~and/or the customized advertising~~ is transmitted to the reception device in response to information received requesting the customized content ~~and/or the customized advertising~~.

72. (Cancelled)

73. (Currently Amended) The method of Claim 1, wherein the reward is provided by a provider that transmits the customized content ~~and/or the customized advertising~~.

74. (Currently Amended) The method of Claim 1, wherein the reward is provided to the at least one viewer associated with the reception device that presents the customized content ~~and/or the customized advertising~~.

75. (Cancelled)

76. (Previously Presented) The system of Claim 44, wherein the predetermined condition associated with the reward is defined to require that a presentation period exceed a predetermined threshold.

77. (Cancelled)

78. (Previously Presented) The method of Claim 1, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the reception device.

79. (Cancelled)

80. (Currently Amended) The method of Claim 1, wherein the reception device requests the customized content ~~and the customized advertising~~ based on a viewing/listening habit of the at least one viewer associated with the reception device.

81. (Currently Amended) The system of Claim 44, wherein the reward includes: a monetary award or a right for a reward recipient to enter into a sweepstakes contest.

82. (Currently Amended) The system of Claim 44, wherein the customized content ~~and/or the customized advertising~~ is transmitted to the reception device in response to information received requesting the customized content ~~and/or the customized advertising~~.

83. (Currently Amended) The system of Claim 44, wherein the reward is provided by a provider that transmits the customized content ~~and/or the customized advertising~~.

84. (Currently Amended) The system of Claim 44, wherein the reward is provided to the at least one viewer associated with the reception device that presents the customized content ~~and/or the customized advertising~~.

85. (Previously Presented) The system of Claim 44, wherein the predetermined condition associated with the reward is defined based on demographic-information of a recipient associated with the reception device.

86. (Previously Presented) A method for providing a reward for receiving content over a data network, comprising:

transmitting the content over the data network to a reception device;  
presenting, on the reception device, the content for a presentation period; and  
providing a non-rebate cash reward if the presenting of the content satisfies a predetermined condition associated with the reward.

87. (Currently Amended) The method of Claim 86, wherein the reception device requests the content, based on a viewing/~~listening~~ habit of at least one user associated with the reception device.

88. (Previously Presented) The method of Claim 86, wherein the reception device requests the content based on demographic information of the at least one user.

89. (Previously Presented) The method of Claim 86, wherein the reception device comprises a playback device or a display device, which includes an intelligent television or a digital device.

90. (Previously Presented) The method of Claim 86, wherein the predetermined condition associated with the reward is defined to require that a presentation period exceed a predetermined threshold.

91. (Currently Amended) The method of Claim 86, wherein the reward also includes a right for a reward recipient to enter into a ~~sweepstakes~~ contest.

92. (Previously Presented) The method of Claim 86, wherein the content is transmitted to the reception device in response to information received requesting the content.

93. (Previously Presented) The method of Claim 86, wherein the reward is provided by a provider that transmits the content.

94. (Previously Presented) The method of Claim 86, wherein the reward is provided to the at least one user associated with the reception device that presents the content.

95. (Previously Presented) The method of Claim 86, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the reception device.

96. (Previously Presented) The method of Claim 86, wherein the reward is a customized reward tied to characteristics of the at least one user.

97. (Currently Amended) The method of Claim 86, wherein the content is motion picture content ~~and/or advertising~~.

98. (Currently Amended) The method of Claim 86, wherein the content is customized motion picture content ~~and/or customized advertising~~.

99. (Previously Presented) A system for providing a reward for receiving content over a data network, comprising:

a transmitter for transmitting the content over the data network to a reception device;  
a reception device for presenting the content for a presentation period; and  
a reward engine for providing a non-rebate cash reward if the presenting of the content satisfies a predetermined condition associated with the reward.

100. (Currently Amended) The system of Claim 99, wherein the reception device requests the content, based on a viewing/~~listening~~ habit of at least one user associated with the reception device.

101. (Previously Presented) The system of Claim 99, wherein the reception device requests the content based on demographic information of the at least one user.

102. (Previously Presented) The system of Claim 99, wherein the reception device comprises a playback device or a display device, which includes an intelligent television or a digital device.

103. (Previously Presented) The system of Claim 99, wherein the predetermined condition associated with the reward is defined to require that a presentation period exceed a

predetermined threshold.

104. (Currently Amended) The system of Claim 99, wherein the reward also includes a right for a reward recipient to enter into a sweepstakes contest.

105. (Previously Presented) The system of Claim 99, wherein the content is transmitted to the reception device in response to information received requesting the content.

106. (Previously Presented) The system of Claim 99, wherein the reward is provided by a provider that transmits the content.

107. (Previously Presented) The system of Claim 99, wherein the reward is provided to the at least one user associated with the reception device that presents the content.

108. (Previously Presented) The system of Claim 99, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the reception device.

109. (Previously Presented) The system of Claim 99, wherein the reward is a customized reward tied to characteristics of the at least one user.

110. (Previously Presented) The system of Claim 99, wherein the content is motion picture content and/or advertising.

111. (Currently Amended) The system of Claim 99, wherein the content is customized motion picture content ~~and/or customized advertising~~.

112. (Previously Presented) A method for providing a reward for receiving content over a data network, comprising:

transmitting the content over the data network to a reception device;  
presenting, on the reception device, the content for a presentation period; and  
providing a reward if the presenting of the content satisfies a predetermined condition associated with the reward, wherein the reward is a product or service displayed in the content.

113. (Currently Amended) The method of Claim 112, wherein the reception device

requests the content based on a viewing/~~listening~~ habit of at least one user associated with the reception device.

114. (Previously Presented) The method of Claim 112, wherein the reception device requests the content based on demographic information of the at least one user.

115. (Previously Presented) The method of Claim 112, wherein the reception device comprises a playback device or a display device, which includes an intelligent television or a digital device.

116. (Previously Presented) The method of Claim 112, wherein the predetermined condition associated with the reward is defined to require that a presentation period exceed a predetermined threshold.

117. (Currently Amended) The method of Claim 112, wherein the reward includes:  
a monetary award or a right for a reward recipient to enter into a sweepstakes contest.

118. (Previously Presented) The method of Claim 112, wherein the content is transmitted to the reception device in response to information received requesting the content.

119. (Previously Presented) The method of Claim 112, wherein the reward is provided by a provider that transmits the content.

120. (Previously Presented) The method of Claim 112, wherein the reward is provided to the at least one user associated with the reception device that presents the content.

121. (Previously Presented) The method of Claim 112, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the reception device.

122. (Previously Presented) The method of Claim 112, wherein the reward is a customized reward tied to characteristics of the at least one user.

123. (Currently Amended) The method of Claim 112, wherein the content is motion picture content ~~and/or advertising~~.



124. (Currently Amended) The method of Claim 112, wherein the content is customized motion picture content ~~and/or customized advertising~~.

125. (Previously Presented) A system for providing a reward for receiving content over a data network, comprising:

a transmitter for transmitting the content over the data network to a reception device;  
a reception device for presenting the content for a presentation period; and  
a reward engine for providing a reward if the presenting of the content satisfies a predetermined condition associated with the reward, wherein the reward is a product or service displayed in the content.

126. (Currently Amended) The system of Claim 125, wherein the reception device requests the content prior to receiving the content, based on a viewing ~~listening~~ habit of at least one user associated with the reception device.

127. (Previously Presented) The system of Claim 125, wherein the reception device requests the content based on demographic information of the at least one user.

128. (Previously Presented) The system of Claim 125, wherein the reception device comprises a playback device or a display device, which includes an intelligent television or a digital device.

129. (Previously Presented) The system of Claim 125, wherein the predetermined condition associated with the reward is defined to require that a presentation period exceed a predetermined threshold.

130. (Currently Amended) The system of Claim 125, wherein the reward includes:  
a monetary award or a right for a reward recipient to enter into a ~~sweepstakes~~ contest.

131. (Previously Presented) The system of Claim 125, wherein the content is transmitted to the reception device in response to information received requesting the content.

132. (Previously Presented) The system of Claim 125, wherein the reward is provided

by a provider that transmits the content.

133. (Previously Presented) The system of Claim 125, wherein the reward is provided to the at least one user associated with the reception device that presents the content.

134. (Previously Presented) The system of Claim 125, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the reception device.

135. (Previously Presented) The system of Claim 125, wherein the reward is a customized reward tied to characteristics of the at least one user.

136. (Currently Amended) The system of Claim 125, wherein the content is motion picture content ~~and/or advertising~~.

137. (Currently Amended) The system of Claim 125, wherein the content is customized motion picture content ~~and/or customized advertising~~.

138. (Previously Presented) The method of Claim 1, wherein the customized content includes customized advertising.

139. (New) A method for providing a reward for receiving customized content having a video component to at least one viewer over a data network, comprising:

transmitting the customized content over the data network to a reception device in accordance with a customized schedule based on information about the at least one viewer;

presenting, on the reception device, the customized content for a presentation period;  
and

providing a reward if the presenting of the customized content satisfies a predetermined condition associated with the reward;

wherein the reward comprises entering the viewer into a contest.

140. (New) The method of Claim 139, wherein the contest is targeted to the at least one viewer based on information about the at least one viewer.

141. (New) The method of Claim 139, wherein the contest is a sweepstakes, and the at least one viewer is entered into the sweepstakes upon each instance that the customized content is displayed on the reception device.

142. (New) The method of Claim 139, wherein a report can be generated including information identifying the at least one winning viewer and the reward or rewards received.